

# PEN FOR HIRE

*Words are weapons, wield them wisely*



[Working Book Title]

[Working Book Subtitle]

By [Author]

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## Book Positioning

### 1. Your Objectives

How do you want your book to serve your readers? What will they get out of it?

1.

2.

3.

Imagine it's two years after your book was published, and we're looking back on the results together. **What's the book done for you that made the effort worthwhile?**

1.

2.

3.

What is the **single event** that will happen because of the book, that'll cause you to "break out the Champagne" and celebrate?

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## 2. Your Audience

Who Is Your **Primary Audience**? (Who do you want to be a hero for?)

Describe a typical person in your Primary Audience (**your avatar reader**). Give them a name, describe them as if you'd describe any real person you know. Who are they, what do they do, where are they in their life, etc?

What **pain** is this person experiencing because they've not read your book?

What **transformation** will this person get in their life because they read and implement your book?

## 3. Your Idea

In one paragraph (150 words max), complete these thoughts:

**This book is about...** (the premise).

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The reader will get... (the promise)

What's the "cocktail party pitch" of your book? (i.e., the one sentence explanation your ideal reader would actually use to recommend your book to their friends)

## 4. Your Book North Star

Write this sentence with your positioning, and make sure this is the book you want to write:

*"I will use my book to target [primary audience], by teaching them [book idea], which will lead to my ultimate goal of more [objectives]."*

Ask yourself:  
***Is that the book you want to write?***

If yes, you're ready to outline, move to the orange section below and begin.

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If no, then **get with an editor** and work on it with them.

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## Book Structuring

### 1. Chapter Brainstorming

This section is for you to brainstorm every chapter you want in your book and get them into roughly the right order (before you structure them in the Table Of Contents).

### [Parking Lot]

In this section, put all your really good ideas that DO NOT fit in *this* book. You may end up realizing you have one, two, or more books in you. You can write those later; this section is so you don't lose any of those ideas as you write this one.

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## 2. Table of Contents

<b>Introduction</b>	
<b>Chapter 1:</b>	<b>[INSERT CHAPTER]</b> <i>One-sentence key takeaway</i>
<b>Chapter 2:</b>	<b>[INSERT CHAPTER]</b> <i>One-sentence key takeaway</i>
<b>Chapter 3:</b>	<b>[INSERT CHAPTER]</b> <i>One-sentence key takeaway</i>
<b>Chapter 4:</b>	<b>[INSERT CHAPTER]</b> <i>One-sentence key takeaway</i>
<b>Chapter 5:</b>	<b>[INSERT CHAPTER]</b> <i>One-sentence key takeaway</i>
<b>Chapter 6:</b>	<b>[INSERT CHAPTER]</b> <i>One-sentence key takeaway</i>
<b>Chapter 7:</b>	<b>[INSERT CHAPTER]</b> <i>One-sentence key takeaway</i>
<b>Chapter 8:</b>	<b>[INSERT CHAPTER]</b> <i>One-sentence key takeaway</i>
<b>Chapter 9:</b>	<b>[INSERT CHAPTER]</b> <i>One-sentence key takeaway</i>
<b>Chapter 10:</b>	<b>[INSERT CHAPTER]</b> <i>One-sentence key takeaway</i>

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<b>Conclusion</b>	

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## Outline: Book Chapters

### Chapter 1: [WORKING CHAPTER TITLE]

<b>Chapter Hook</b>	<ul style="list-style-type: none"><li>• [Insert story or anecdote that sets up chapter]</li></ul>
<b>Chapter Thesis</b>	<ul style="list-style-type: none"><li>• [One sentence chapter thesis, same as in ToC]</li></ul>
<b>Supporting content</b>	<ul style="list-style-type: none"><li>• [Insert chapter content]</li><li>• [Insert chapter content]</li></ul>
<b>Stories/Examples</b>	<ul style="list-style-type: none"><li>• [Insert stories that back up content]</li><li>• [Insert stories that back up content]</li></ul>
<b>Reader's Key Takeaways</b>	<ul style="list-style-type: none"><li>• OPTIONAL: [Insert key takeaway for the reader]</li><li>• OPTIONAL: [Insert key takeaway for the reader]</li></ul>

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## Chapter 2: [WORKING CHAPTER TITLE]

<b>Chapter Hook</b>	<ul style="list-style-type: none"><li>• [Insert story or anecdote that sets up chapter]</li></ul>
<b>Chapter Thesis</b>	<ul style="list-style-type: none"><li>• [One sentence chapter thesis, same as in ToC]</li></ul>
<b>Supporting content</b>	<ul style="list-style-type: none"><li>• [Insert chapter content]</li><li>• [Insert chapter content]</li></ul>
<b>Stories/Examples</b>	<ul style="list-style-type: none"><li>• [Insert stories that back up content]</li><li>• [Insert stories that back up content]</li></ul>
<b>Reader's Key Takeaways</b>	<ul style="list-style-type: none"><li>• OPTIONAL: [Insert key takeaway for the reader]</li><li>• OPTIONAL: [Insert key takeaway for the reader]</li></ul>

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## Chapter 3: [WORKING CHAPTER TITLE]

<b>Chapter Hook</b>	<ul style="list-style-type: none"><li>• [Insert story or anecdote that sets up chapter]</li></ul>
<b>Chapter Thesis</b>	<ul style="list-style-type: none"><li>• [One sentence chapter thesis, same as in ToC]</li></ul>
<b>Supporting content</b>	<ul style="list-style-type: none"><li>• [Insert chapter content]</li><li>• [Insert chapter content]</li></ul>
<b>Stories/Examples</b>	<ul style="list-style-type: none"><li>• [Insert stories that back up content]</li><li>• [Insert stories that back up content]</li></ul>
<b>Reader's Key Takeaways</b>	<ul style="list-style-type: none"><li>• OPTIONAL: [Insert key takeaway for the reader]</li><li>• OPTIONAL: [Insert key takeaway for the reader]</li></ul>

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## Chapter 4: [WORKING CHAPTER TITLE]

<b>Chapter Hook</b>	<ul style="list-style-type: none"><li>• [Insert story or anecdote that sets up chapter]</li></ul>
<b>Chapter Thesis</b>	<ul style="list-style-type: none"><li>• [One sentence chapter thesis, same as in ToC]</li></ul>
<b>Supporting content</b>	<ul style="list-style-type: none"><li>• [Insert chapter content]</li><li>• [Insert chapter content]</li></ul>
<b>Stories/Examples</b>	<ul style="list-style-type: none"><li>• [Insert stories that back up content]</li><li>• [Insert stories that back up content]</li></ul>
<b>Reader's Key Takeaways</b>	<ul style="list-style-type: none"><li>• OPTIONAL: [Insert key takeaway for the reader]</li><li>• OPTIONAL: [Insert key takeaway for the reader]</li></ul>

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## Chapter 5: [WORKING CHAPTER TITLE]

<b>Chapter Hook</b>	<ul style="list-style-type: none"><li>• [Insert story or anecdote that sets up chapter]</li></ul>
<b>Chapter Thesis</b>	<ul style="list-style-type: none"><li>• [One sentence chapter thesis, same as in ToC]</li></ul>
<b>Supporting content</b>	<ul style="list-style-type: none"><li>• [Insert chapter content]</li><li>• [Insert chapter content]</li></ul>
<b>Stories/Examples</b>	<ul style="list-style-type: none"><li>• [Insert stories that back up content]</li><li>• [Insert stories that back up content]</li></ul>
<b>Reader's Key Takeaways</b>	<ul style="list-style-type: none"><li>• OPTIONAL: [Insert key takeaway for the reader]</li><li>• OPTIONAL: [Insert key takeaway for the reader]</li></ul>

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## Chapter 6: [WORKING CHAPTER TITLE]

<b>Chapter Hook</b>	<ul style="list-style-type: none"><li>• [Insert story or anecdote that sets up chapter]</li></ul>
<b>Chapter Thesis</b>	<ul style="list-style-type: none"><li>• [One sentence chapter thesis, same as in ToC]</li></ul>
<b>Supporting content</b>	<ul style="list-style-type: none"><li>• [Insert chapter content]</li><li>• [Insert chapter content]</li></ul>
<b>Stories/Examples</b>	<ul style="list-style-type: none"><li>• [Insert stories that back up content]</li><li>• [Insert stories that back up content]</li></ul>
<b>Reader's Key Takeaways</b>	<ul style="list-style-type: none"><li>• OPTIONAL: [Insert key takeaway for the reader]</li><li>• OPTIONAL: [Insert key takeaway for the reader]</li></ul>

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## Chapter 7: [WORKING CHAPTER TITLE]

<b>Chapter Hook</b>	<ul style="list-style-type: none"><li>• [Insert story or anecdote that sets up chapter]</li></ul>
<b>Chapter Thesis</b>	<ul style="list-style-type: none"><li>• [One sentence chapter thesis, same as in ToC]</li></ul>
<b>Supporting content</b>	<ul style="list-style-type: none"><li>• [Insert chapter content]</li><li>• [Insert chapter content]</li></ul>
<b>Stories/Examples</b>	<ul style="list-style-type: none"><li>• [Insert stories that back up content]</li><li>• [Insert stories that back up content]</li></ul>
<b>Reader's Key Takeaways</b>	<ul style="list-style-type: none"><li>• OPTIONAL: [Insert key takeaway for the reader]</li><li>• OPTIONAL: [Insert key takeaway for the reader]</li></ul>

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## Chapter 8: [WORKING CHAPTER TITLE]

<b>Chapter Hook</b>	<ul style="list-style-type: none"><li>• [Insert story or anecdote that sets up chapter]</li></ul>
<b>Chapter Thesis</b>	<ul style="list-style-type: none"><li>• [One sentence chapter thesis, same as in ToC]</li></ul>
<b>Supporting content</b>	<ul style="list-style-type: none"><li>• [Insert chapter content]</li><li>• [Insert chapter content]</li></ul>
<b>Stories/Examples</b>	<ul style="list-style-type: none"><li>• [Insert stories that back up content]</li><li>• [Insert stories that back up content]</li></ul>
<b>Reader's Key Takeaways</b>	<ul style="list-style-type: none"><li>• OPTIONAL: [Insert key takeaway for the reader]</li><li>• OPTIONAL: [Insert key takeaway for the reader]</li></ul>

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## Chapter 9: [WORKING CHAPTER TITLE]

<b>Chapter Hook</b>	<ul style="list-style-type: none"><li>• [Insert story or anecdote that sets up chapter]</li></ul>
<b>Chapter Thesis</b>	<ul style="list-style-type: none"><li>• [One sentence chapter thesis, same as in ToC]</li></ul>
<b>Supporting content</b>	<ul style="list-style-type: none"><li>• [Insert chapter content]</li><li>• [Insert chapter content]</li></ul>
<b>Stories/Examples</b>	<ul style="list-style-type: none"><li>• [Insert stories that back up content]</li><li>• [Insert stories that back up content]</li></ul>
<b>Reader's Key Takeaways</b>	<ul style="list-style-type: none"><li>• OPTIONAL: [Insert key takeaway for the reader]</li><li>• OPTIONAL: [Insert key takeaway for the reader]</li></ul>

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## Chapter 10: [WORKING CHAPTER TITLE]

<b>Chapter Hook</b>	<ul style="list-style-type: none"><li>• [Insert story or anecdote that sets up chapter]</li></ul>
<b>Chapter Thesis</b>	<ul style="list-style-type: none"><li>• [One sentence chapter thesis, same as in ToC]</li></ul>
<b>Supporting content</b>	<ul style="list-style-type: none"><li>• [Insert chapter content]</li><li>• [Insert chapter content]</li></ul>
<b>Stories/Examples</b>	<ul style="list-style-type: none"><li>• [Insert stories that back up content]</li><li>• [Insert stories that back up content]</li></ul>
<b>Reader's Key Takeaways</b>	<ul style="list-style-type: none"><li>• OPTIONAL: [Insert key takeaway for the reader]</li><li>• OPTIONAL: [Insert key takeaway for the reader]</li></ul>

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## Conclusion

<b>Chapter Hook</b>	<ul style="list-style-type: none"><li>• [Lead with anecdote or story that wraps up the book]</li></ul>
<b>Thesis of book</b>	<ul style="list-style-type: none"><li>• [Re-state book's main idea/thesis]</li></ul>
<b>Recap each chapter and it's takeaway, and tie into thesis of the book</b>	<ul style="list-style-type: none"><li>• [Insert chapter content]</li><li>• [Insert chapter content]</li></ul>
<b>Call to Action</b>	<ul style="list-style-type: none"><li>• What should the reader do when they finish the book?</li></ul>

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## Introduction

**IMPORTANT NOTE:** The Introduction obviously goes **FIRST** in the book, but we recommend writing it last. Once written, place it first in the book manuscript.

<b>Book Hook</b>	<ul style="list-style-type: none"> <li>• [Insert first sentence, or scene, or conversation or anecdote that grabs the reader and forces to them keep going]</li> </ul>
<b>Frame the reader's pain</b>	<ul style="list-style-type: none"> <li>• [This should be similar to what you wrote in the Audience section]</li> </ul>
<b>Frame the reader's benefits</b>	<ul style="list-style-type: none"> <li>• [Insert chapter content]</li> </ul>
<b>Tell them what they'll learn in the book</b>	<ul style="list-style-type: none"> <li>• [Insert key takeaways for the reader]</li> <li>• [Insert key takeaways for the reader]</li> </ul>
<b>Describe author's background/origin of book</b>	<ul style="list-style-type: none"> <li>• Why should the reader trust the author?</li> </ul>
<b>Tell them what the book <i>is</i> and <i>isn't</i></b>	<ul style="list-style-type: none"> <li>• Make sure you signal clearly to the right readers</li> </ul>
<b>Segue to first chapter/Call to Action</b>	<ul style="list-style-type: none"> <li>• <i>"Are you ready to [objective]? Keep reading."</i></li> </ul>